



04-233

Peggy Conlon
President & CEO

December 27, 2007

The Honorable F. James Sensenbrenner, Jr.
United States House of Representatives
2449 Rayburn House Office Building
Washington, DC 20515

FILED/ACCEPTED
APR 10 2008
Federal Communications Commission
Office of the Secretary

Dear Congressman Sensenbrenner:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

In 2006, these stations have donated valuable airtime towards Ad Council PSAs. This station's unwavering support allows the Ad Council to communicate critically important messages to your constituents, helping to improve their lives and communities.

Ultimately, no matter how creative or poignant our PSAs are—a PSA can only have an impact if it is heard, watched, read or clicked. Clear Channel's invaluable commitment to public service has made that possible. Without the indispensable help of our broadcasters, we simply could not fulfill our mission: to inspire action and save lives.

Our tremendous media support enables the Ad Council to address the most pressing social issues of the day through our 50-plus PSA campaigns. With the media's invaluable help, these messages are seen and heard by the communities that require help, or can offer assistance with a particular issue.

Please join us in commending Clear Channel Stations serving the greater Milwaukee listening area for their unprecedented partnership with the Ad Council, for the past support in 2006, continued support this year, and planned support in 2008, to improve the lives of your constituents and our nation.

If you have any questions regarding this station's impressive contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Government Relations at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,

cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio

The Advertising Council
815 Second Avenue
New York, NY 10017-4503

212.984.1987
pconlon@adcouncil.org
www.adcouncil.org



04-233

Peggy Conlon
President & CEO

FILED/ACCEPTED

APR 10 2008

Federal Communications Commission
Office of the Secretary

October, 31 2007

Honorable Danny Davis
United States House of Representatives
2159 Rayburn HOB
Washington, DC 20515

Dear Congressman Davis:

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the outstanding support our PSAs received from television station WLS-TV (located in your Congressional district and owned by ABC Owned Television Stations).

For sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non profit sponsors, raise awareness, change behaviors and save lives.

However, the Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like WLS-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2006, the media donated over \$1.9 billion in free airtime and space – an unprecedented amount!

In 2006, WLS-TV donated an impressive and substantial amount of airtime to our PSAs. Their steadfast commitment to public service allows the Ad Council to continue to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a host of pressing issues, including preventing youth reckless driving, obesity prevention, promoting financial literacy and autism awareness. In addition, the media rallied behind the Ad Council's new PSA campaign *Generous Nation*, which inspires Americans to give more of themselves (volunteering and donating) over the course of their daily lives.

Please join me in commending WLS-TV for using its valuable airtime to improve the lives of your constituents. You may contact the station at the following address:

Emily Barr, President/General Manager
190 N State St
Chicago, IL 60601
312-750-7000

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,

Peggy Conlon
President and CEO
The Advertising Council, Inc.

cc: Emily Barr; General Manager/WLS-TV
Walter Liss, President/ABC Owned Television Stations

The Advertising Council
815 Second Avenue
New York, NY 10017-4503

212.984.1987
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www.adcouncil.org



Peggy Conlon
President & CEO

March 11, 2008

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

FILED/ACCEPTED

APR 10 2008

Federal Communications Commission
Office of the Secretary

RE: MB DOCKET NO. 04-233
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

As the FCC considers certain changes to its rules and policies to promote localism, the Ad Council would respectfully urge that the FCC consider broadcasters' extraordinary support of our PSAs which serve a myriad of local issues and needs.

Every year, the Ad Council garners approximately \$1.2 billion in donated media from broadcasters for its PSA campaigns which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, many of the Ad Council's PSAs address issues impacting local communities, including reducing gun violence, drunk driving prevention, foster adoption, promoting responsible fatherhood, disaster preparedness, financial literacy, foreclosure prevention, childhood literacy, amber alerts, high-school drop-out prevention, child abuse intervention and mentoring to name just a few.

To recognize this steadfast support, every year, the Ad Council sends thank-you letters to the General Managers of TV stations that donated substantial airtime to our PSAs. We also send a letter to the station's Member of Congress (where the station is licensed), commending the station's commitment to public service.

This small gesture is something we like to do annually to show our gratitude to our exceptional media supporters. Please find attached a letter sent on behalf of KGO-TV for their support of our PSAs.

The Advertising Council
815 Second Avenue
New York, NY 10017-4503

212.984.1987
pconlon@adccouncil.org
www.adccouncil.org

We urge the FCC to consider these letters and others as one way in which stations support their local communities and needs.

Sincerely,

Peggy Collier

cc: The Honorable Michael J. Copps
The Honorable Jonathan S. Adelstein
The Honorable Deborah Taylor Tate
The Honorable Robert M. McDowell

04-233



Peggy Conlon
President & CEO

October, 31 2007

Honorable Nancy Pelosi
United States House of Representatives
235 Cannon HOB
Washington, DC 20515

FILED/ACCEPTED

APR 10 2008

Federal Communications Commission
Office of the Secretary

Dear Congressman Pelosi:

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the outstanding support our PSAs received from television station KGO-TV (located in your Congressional district and owned by ABC Owned Television Stations).

For sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non profit sponsors, raise awareness, change behaviors and save lives.

However, the Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like KGO-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2006, the media donated over \$1.9 billion in free airtime and space – an unprecedented amount!

In 2006, KGO-TV donated an impressive and substantial amount of airtime to our PSAs. Their steadfast commitment to public service allows the Ad Council to continue to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a host of pressing issues, including preventing youth reckless driving, obesity prevention, promoting financial literacy and autism awareness. In addition, the media rallied behind the Ad Council's new PSA campaign *Generous Nation*, which inspires Americans to give more of themselves (volunteering and donating) over the course of their daily lives.

Please join me in commending KGO-TV for using its valuable airtime to improve the lives of your constituents. You may contact the station at the following address:

Valari Staab, General Manager
900 Front St
San Francisco, CA 94111
415-954-7700

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,

Peggy Conlon
President and CEO
The Advertising Council, Inc.

cc: Valari Staab; General Manager/KGO-TV
Walter Liss, President/ABC Owned Television Stations

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New York, NY 10017-4503

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President & CEO

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APR 10 2008

Federal Communications Commission
Office of the Secretary

March 10, 2008

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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To recognize this steadfast support, the Ad Council sends thank-you letters to the General Managers of some of our most supportive radio stations. We also send a letter to the station's Member of Congress (where the station is licensed), commending the station's commitment to public service.

This small gesture is something we like to do annually to show our gratitude to our exceptional media supporters. Please find attached letters sent on behalf of Clear Channel Milwaukee's radio stations (WISN-AM, WMIL-FM, WKKV-FM, WRIT-FM, WOKY-AM, WQBW-FM) for their support of our PSAs.

The Advertising Council
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New York, NY 10017-4503

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We urge the FCC to consider these letters and others as one way in which stations support their local communities and needs.

Sincerely,

Peggy Coulon

cc: The Honorable Michael J. Copps
The Honorable Jonathan S. Adelstein
The Honorable Deborah Taylor Tate
The Honorable Robert M. McDowell



04-233

Peggy Conlon
President & CEO

December 27, 2007

The Honorable Paul Ryan
United States House of Representatives
1113 Longworth House Office Building
Washington, DC 20515

FILED/ACCEPTED

APR 10 2008

Federal Communications Commission
Office of the Secretary

Dear Congressman Ryan:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

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Ultimately, no matter how creative or poignant our PSAs are—a PSA can only have an impact if it is heard, watched, read or clicked. Clear Channel's invaluable commitment to public service has made that possible. Without the indispensable help of our broadcasters, we simply could not fulfill our mission: to inspire action and save lives.

Our tremendous media support enables the Ad Council to address the most pressing social issues of the day through our 50-plus PSA campaigns. With the media's invaluable help, these messages are seen and heard by the communities that require help, or can offer assistance with a particular issue.

Please join us in commending Clear Channel Stations serving the greater Milwaukee listening area for their unprecedented partnership with the Ad Council, for the past support in 2006, continued support this year, and planned support in 2008, to improve the lives of your constituents and our nation.

If you have any questions regarding this station's impressive contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Government Relations at dkulzer@adCouncil.org or (212) 984-1905.

Sincerely,

cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio

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Peggy Conlon
President & CEO

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December 27, 2007

APR 1 0 2008

The Honorable Thomas Petri
United States House of Representatives
2462 Rayburn House Office Building
Washington, DC 20515

Federal Communications Commission
Office of the Secretary

Dear Congressman Petri:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

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Sincerely,

cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio

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www.adccouncil.org



Peggy Conlon
President & CEO

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APR 1 0 2008

Federal Communications Commission
Office of the Secretary

04-233

December 27, 2007

The Honorable Tammy Baldwin
United States House of Representatives
2446 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Baldwin:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

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Sincerely,

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John Hogan, CEO Clear Channel Radio

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